

Assessing the Impact of Information and Telecommunications
on Policy Formulation

Network of Networks - Latin America

Final Report of Contract
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Summary

During the two weeks of September 16 - 27, 1996 daily meetings were held in Lima with the coordinator of the project "Assessing the Impact of Information and Telecommunications on Policy Formulation" and the coordinator of the module on Sustainable Development, and detailed discussions of the proposed methodology took place. Crucial aspects of the methodology involving the data gathering process were presented on the computer conference [redes.al](#) for discussion with other members of the Network of Networks - Latin America participating in this project.

As stated in the research contract, the primary purpose of these meetings was to "enable the development of the research methodology within the context of the project...." The basic methodological framework was presented, and through the process of discussion and debate indicators to measure impact were developed, appropriate to the circumstances of the Network of Networks participants. In comparison with the intense discussions which took place at ALIDE with the two coordinators, limited discussion was effected on the computer conference [redes.al](#) with the other participating network managers. Nevertheless, by the last day of the discussions in Lima, every network had entered the conference more than once.

The feedback indicated general agreement with the goals established in the first message sent, with the surveys designed for assessing impact, and with the timetable developed for the implementation of the research project.

The report on the recommended methodology is currently in circulation on the computer conference [redes.al](#) for further discussion and commentary.

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This report covers the work accomplished in the contract to enable the development of the research methodology within the context of the project "Assessing the Impact of Information and Telecommunications on Policy Formulation" (95-0606) funded by the International Development Research Centre in Ottawa. It was intended that the methodology for the study would build on that used by the Institute of Social and Economic Research of the University of the West Indies, in the project "Assessing the Impact of information on policy formulation" (93-8759). One of the corner stones of that project is one of the Specific Objectives of the current project, namely to

determine in consultation with the users the outcomes of information use which can be understood as benefits, establishing indicators of impact of the information on policy formulation.

Much of the work and debate was related to achieving this objective.

I would like to acknowledge the major contribution of Alejandra Ciurlizza and Marta Bryce to this work. They performed the triple roles of coordinator of projects, manager of participating network, and in the absence of users, advocate of users' views. They therefore wore three hats in the discussions and successfully represented the users who are at the centre of the measurement exercise. Without their strong and enthusiastic input the methodology for the Network of Networks - Latin America could not have been advanced to this point. The project assistant Raul Umeres is to be commended for providing rapid turn around of drafts and redrafts, and for translating discussions into the written word.

Seven networks participated in the discussions in the computer conference: ALIDE, CEPIS, CLAD, PIINFA, PRODAR, REDUC, and RISPAL. All are participants in the research project of which the measurement exercise is one part. An eighth network, CLACSO participated in the discussions although it may not be able to take part in the actual research project.

Activities

These are presented in the order in which they took place.

1. Presentation of the concept of the methodology to be used for assessing the impact of information.

2. Considerable time was spent in "getting started", that is in clarifying goals and the meaning of "information and telecommunications", as well as issues such as

- implication of stipulating one service only for assessment or more than one service to be selected by each network;
- uncertainty about who are current e-mail users;
- the possible elimination of those who are not now using e-mail;
- actual users of the networks not being the ones involved in policy formulation.

When agreement was reached, the first message was placed on the computer conference, thereby opening the deliberations for wider discussion.

3. Establishment of impact indicators and benefits. A great deal of attention was devoted to this, as following up on the strong desire of the coordinators, an effort was made to establish benefits and other impact indicators independently of what users had proposed in the ISER study. This was also an exercise in keeping with one of the principles established for this approach to measurement, namely that "Not all indicators will apply equally in every case, therefore indicators need to be determined and selected according to the specific situation."

4. Drawing up a timetable for implementation of the research project. This raised issues of who will be doing what; where the survey activities should be placed relative to the other activities of the project; concern with user reaction to receiving questionnaires in more than one survey; training, and use and administration of funds.

5. Establishment of weights to be assigned to the benefits. This is an area in which it proved to be difficult for information providers to wear the hat of the user. In a sample testing of the relative importance of each benefit, from the user's point of view, weights allocated by the sample users tended to be different from those proposed in discussion. As final arbiter, adjustments were made by the consultant.

6. Pretesting of Survey 2. A small sample pretesting was carried out by e-mail and manually. Feedback from this was incorporated into the final version of the questionnaire.

7. The activity of preparing messages and monitoring the mail on the computer conference continued throughout.

8. Final meeting with the two coordinators and review of the comments received on the computer conference redes.al.

9. Preparation of a report with the methodology recommended for this measurement project.

10. Circulation of the report in the computer conference redes.al.

The report which follows: "Outline of Methodology Proposed for Use by Members of Network of Networks - Latin America in Assessing the Impact of Information and Telecommunications on Policy Formulation" was circulated in the conference redes al. A further letter to the Coordinator is attached as Appendix A. It was written after reviewing the work of the two weeks on my return to Toronto.

Comments

1. The recommended methodology combines the broad framework of the approach used in the ISER and CARICOM studies with the specific circumstances of the Network of Networks - Latin America. It is in every sense a methodology custom-made for this project, and incorporates the inputs from the networks themselves. Messages and documents opening the discussion were posted to the seven networks participating in the research project, as well as to CLACSO.

Over the two week period each network made at least one contribution to the discussion on the computer conference.

2. Apart from the intense discussions with the two network managers/coordinators in Lima, the flow of discussion on the computer conference was more limited than anticipated, but perhaps not unusual in a computer conference of this nature. Although the initial outline of the methodology was not entered to the computer conference by the end of the first week as planned (an oversight which was discovered too late to correct) there were sufficient daily entries - important components of the method developed - to stimulate discussion. With delays of some days, responses tended to express general agreement with or congratulations for the work done rather than queries or suggestions.

In my opinion various factors contribute to this. At the receiving end of the messages for discussion there are the following:

- initial technical difficulties in communicating via AlterNex;
- the issue of whether people check their mail daily and having checked, whether they are ready to respond;
- absence from the office during the relevant period, through travel for meetings, illness, etc. and in some cases, when a person is away from office there is no provision for the secretary or someone else to check the e-mail.

But more important is the factor that the a message having been received, the person may not be ready to deal with the topic at that time, presumably because there are other priorities in line. So that there is time for a brief acknowledgement and expression of agreement perhaps, but no more than that at this point. This factor is very aptly expressed by Dominique Babini in her contribution to the discussion when she wrote:

Estamos de acuerdo que las comunicaciones electrónicas son veloces como la luz pero nosotros no lo somos.

It may be therefore that even though network managers were aware of the two-week discussion slot, this was not enough real time to get the flow of the discussion going. At the end of the two weeks more discussion had begun to flow as comments and suggestions were put forward.

The basic methodology has been established and the data gathering surveys provided, along with guidelines on how the impact indicators can be assessed and interpreted. It will now be the task of the coordinators and network managers to incorporate other ideas and suggestions that will subsequently flow.

3. It appears that the measurement exercise in this Network of Networks project will require strong promotional activities on the part of the coordinator as well as by the individual managers of participating networks. The CARICOM experience reinforces this opinion. There is likely to be uneven development of the use of e-mail by networks and by extension, by their clients, due to differences in facilities and e-mail services, and perhaps differences in motivation. For these reasons I believe that the measurement exercise would be furthered by a visit of the coordinator to participating networks to reinforce understanding and promote the application and follow-up work on the surveys. Although the use of the computer conference is intended to obviate the need for such visits, I believe that promotion and clarification, including the seeking of clarification, leading to better administration of the surveys and interpretation of the survey results, are not well transmitted over the conference medium.

4. It is clear that those networks that are not now delivering an information service by e-mail will have to develop such a service before being able to participate in this particular exercise.

It may be that in the end, a small number of networks will fully implement the surveys. The enthusiasm of the coordinators will help to consolidate this core of networks which will produce useful analyses of the role being played by these still new electronic communication services.

OUTLINE OF METHODOLOGY PROPOSED FOR USE
BY MEMBERS OF NETWORK OF NETWORKS - LATIN AMERICA
IN ASSESSING THE IMPACT OF INFORMATION AND TELECOMMUNICATIONS
ON POLICY FORMULATION

INTRODUCTION

The approach proposed in this study will utilize the concept of impact assessment indicators which evolved in the computer conference on the impact of information, sponsored by the International Development Research Centre (IDRC) in Ottawa in 1993 and was further developed in subsequent meetings in 1994 and 1995, and applied in the case study within the project "Information for Decision Making in the Caribbean Community".

Impact assessment indicators are tools developed to help us to measure the impact of information. They are derived as a consequence of use of the information services; they relate use of the service to outcomes of that use. In this study impact assessment indicators are used to determine the degree to which certain information services or products increase access to information, and the subsequent use of this information for decision making and policy formulation in regional priority areas.

Three basic principles underlie this approach:

1. The assessment process is based on the user.
2. Not all indicators will apply equally in every case, therefore indicators need to be determined and selected according to the specific situation.
3. The target audience, that is those who will use the results of the assessment, must be clearly identified (e.g. decision makers and policy makers; information managers and information systems users; funding agencies).

The method proposed focuses on the users of each of the participating networks - their information needs and their use of e-mail in seeking and receiving information. The impact indicators developed for this study are therefore selected with the specific situations of participating networks in mind. One of the earliest tasks in the process is the determination of what elements USERS themselves would consider to be benefits of the use of electronic communication. (Recall "Objetivos Especificos (c) del Proyecto.") In this process, it is clear that feedback, representing the ideas and interests of the managers of the networks and their users, is a key factor for the successful functioning of this approach to assessing impact.

It is intended that the assessment of impact should not be a one-time exercise, but should be done at intervals over the two-year period of the project for purposes of comparison and review of changes.

Object of assessment

What is being assessed in this study is the impact of information services provided by electronic mail, that is those services in which the information provider and user communicate essentially by using electronic communications. So that although a network may be providing a variety of services to a particular user - some by ordinary mail, some by fax, telephone, etc. - the focus of this assessment is those information services involving electronic networking. We want to explore whether the provision of these information services by e-mail makes a difference to the user and what are the benefits (or disadvantages) to the user, and the consequent influence on the work in policy formulation.

Users

A sample of twenty users must be selected by each participating network. As explained previously, the study focuses on the user and his reaction to the use of e-mail to receive and seek information. Therefore the participation of the sample of 20 users is vital for the conduct of the study.

The final interest is the impact on policy formulation. It is acknowledged that the ultimate policy makers are not necessarily the persons directly seeking information provided by the networks. Therefore for this study, users include those whose work directly or indirectly informs policy formulation: the engineers, researchers, technical people, assistants to directors and senior management; that is, those who by their use of information and through better access to information services have the capacity to inform the decision making process, thereby leading to subsequent influence on policy formulation.

METHODOLOGY

The approach involves quantitative as well as qualitative assessment. Impact is considered in terms of the difference made by the information services, whether to the user's perceptions, or in making users think of options they had not thought of previously. In other words, in the case of this select group of users, what effect does the information service provided have on what they do. The answers to these questions are used to infer impact of the information on policy formulation. Impact is being assessed first in terms of specific benefits to the user, and then in broader terms of usefulness and effective access to information as well as user experience with information services by e-mail.

Data Collection

Three surveys are being used to gather data for assessment. Two are conducted by e-mail, and the third consists of an interview of a more in depth nature. The surveys were designed deliberately to be short because of the manner in which they are to be administered, and particularly because of concern with user response.

- Survey 1 Profile of the User:
a) Use of e-mail; b) Information needs and information seeking habits.
- (a) Provides background information on e-mail infrastructure available to the user, frequency of use of the e-mail, and further training needed. This will assist both in the provision of services and in the interpretation of responses given in Surveys 2 and 3.
(b) See section on Conduct of the study.
- Survey 2 Benefits for the User (Quantitative assessment)
- Gathers data that can be measured in quantitative terms, using impact assessment indicators (benefits) and index numbers for measurement. Users are asked to tell us the degree of value which they attach to the use of information services by e-mail. Their responses are given a weight, and the relative importance attached to each question is also given a weight. The user's response is combined with the weight of the question in order to create index numbers to indicate degrees of impact. Details are explained subsequently.
- Survey 3 Impact of information services (Qualitative assessment)
- Expands on the data gathered in Survey 2 and attempts to explore impact in more qualitative terms. The survey is conducted as a direct interview, using an unstructured interview format, in which users are allowed to respond freely without being presented with predetermined choices of answers, as in Surveys 1 and 2. This approach encourages users to share their perspectives, and serves as a vehicle for recording anecdotal evidence of impact or disadvantages that might not have been identified otherwise.

Impact Assessment Indicators

Impact assessment indicators are the tools developed to help us to measure the impact. In this study three basic categories of indicators of impact are used:

1. Benefits received. The indicators identified in Survey 2 focus on benefits related to time and speed, facility and ease of use, and ultimately to greater access to information and timely decision making. The impact of the information services by electronic communication is being inferred from the value, in terms of benefits, which users attach to this service.
2. Usefulness indicators. The indicators identified in Survey 3 tell us the user's perceptions of the usefulness of the service in terms of timeliness, effective access to information, use to which the information is put, and other variables of a positive or negative nature.
3. Frequency of use indicators. Some of this information will be gathered from Survey 1, and

the rest from records of the network related to number of requests for information and distribution to clients by electronic communication. Information in Survey 1 about physical access to the communication facilities will also assist in the analysis of frequency of use data.

CONDUCT OF THE STUDY

1. Each network selects the information services to be used for impact assessment, and the 20 users who will participate in the research project.

2. Surveys 1 and 2 will be administered by e-mail. Survey 3 will be conducted by direct interview of the user.

3. Sample of users for each survey:

Survey 1	=	20 users. To be conducted once.
Survey 2	=	20 users. To be conducted twice.
Survey 3	=	7 users. To be conducted once.

4. The first survey to be conducted, Perfil del Usuario en el uso del correo electronico, focuses on only one aspect of the user profile (1a). Re 1 b) we were advised that it was not necessary to conduct a survey at this time to gather information for this aspect of the profile, since it was felt that managers of the networks already know the information needs and information seeking habits of their users, and particularly of the 20 users selected. If this is not the case, an effort should be made to gather such information.

5. Survey 2 should be conducted twice over the two-year period of the project. This will allow observation of any changes in perceptions over time as users have more experience with the use of the services by electronic communication.

6. Survey 3 is conducted in the form of an interview in a manner in which the interviewer asks the broad questions prepared, and also encourages the user to expand on their answers, giving reasons why and sharing their perspectives as in a discussion. The interviewer can also use the occasion to seek clarification of a response the user may have given in Survey 2.

Analysis of the questionnaires

Survey 1. Tabulation of the results and a brief analysis should be done by each network. A copy of the completed profiles and analysis should be sent to the Coordinator, Alejandra Ciurlizza.

Survey 2. The completed questionnaires should be tabulated by each network. Instructions on how to do this are given in Appendix 1. A copy of completed questionnaires and tabulated results should also be sent to the Coordinator.

Survey 3. Preliminary analysis of the results should be done by each network.

Transcribing the interviews

In interviews of this nature there will be a variety of answers and transcribing these answers into smaller groups or categories is a first step. It is anticipated that certain types of responses to the questions will appear with some frequency. Initial analysis can therefore be done in terms of the frequency with which a particular type of response to each question is given.

A copy of completed questionnaires and initial analysis should be sent to the Coordinator.

In addition to the preliminary analyses done by each network, there will be need for a comprehensive analysis incorporating the findings of all the networks, and interpreting the overall results.

APPENDIX 1

Survey 2. CREATING INDEX NUMBERS TO MEASURE IMPACT INDICATORS

This tabulation is to be used by the information provider to assess in quantitative terms the benefits to the user of the information provided by electronic mail.

WEIGHTS FOR THE ANSWERS GIVEN BY USER:

Alto = 6; Medio = 3; Bajo = 1; Nulo = 0

WEIGHTS ASSIGNED TO EACH QUESTION:

- Pregunta 1 5
- Pregunta 210
- Pregunta 315
- Pregunta 410
- Pregunta 510
- Pregunta 610
- Pregunta 715
- Pregunta 820
- Pregunta 9 5 cada uno
- Pregunta 10-5 cada uno

The value given to the user's response is a numerical representation of the user's ranking of the degree of benefit derived.

The weight assigned to each question represents the relative importance of each type of benefit, seen from the viewpoint of users.

The approach entails combining the responses and ratings made by the user with the weights assigned to each question thus producing a set of index numbers which will be used as indicators to infer impact of the service.

PROCEDURE FOR CALCULATING THE INDEX NUMBERS

1. Insert the numerical value which corresponds to the user's reply, below each answer.
2. Multiply this number by the weight assigned to each question. The resulting number is an index number which can be inserted beside the question.
3. Sum all the index numbers generated for the 10 questions and insert the resulting score against the name of the user.

Interpretation of the index numbers

Three levels of the strength of the benefits are distinguished:

- A. Strong and significant degree of benefit derived from the services by e-mail
- B. Modest degree of benefit
- C Minor degree of benefit

A.	400 and over	Indicates a high level of benefit. In interpreting this result the inference is made that such a high level of benefit is transferred to impact on policy formulation.
B.	300 - 399	Indicates a medium level of benefit and is interpreted as implying modest impact of the services.
C	Less than 300	Indicates a low level of benefit from the e-mail services, and is interpreted as implying little impact of the services.

A frequency tabulation can then be made, for each network, showing the number of responses in groups A, B, and C as part of the overall assessment of the results of surveying the 20 users. Further assessment of the results of Survey 2 is based on the responses to individual questions.

If a question is left unanswered, an attempt should be made to contact that user to see if some clarification of the question is needed and to solicit a response. Questions left blank by the user, particularly Question 8, could generate total scores that may not accurately reflect the overall perspective of the user.

Two examples of the creation of the index numbers of impact are illustrated below. They are taken from the sample pretesting of the survey carried out during the week of September 23 - 27. In the first illustration the calculations are done manually, but the calculations can be done with the assistance of a simple computer program. The second illustration is prepared by Marta Bryce, Coordinator of REPIDISCA, who pretested the questionnaire with three officials. This example shows the results for the three users simultaneously.

ILLUSTRATION A

Encuesta N° 2: BENEFICIOS PARA EL USUARIO

Nombre del Usuario: Roberto Perez PUNTAJE 340

Senalar con la letra que corresponda [(a)alto (b)medio (c)bajo (d)nulo] las siguientes preguntas:

	(Peso)	Index
1. <u>b</u> Ahorrar tiempo en la recepcion de la informacion (a)alto (b)medio (c)bajo (d)nada RANKING 3 x PESO 5 = 15	(5)	15
2. <u>a</u> Permitir acceder a informacion mas reciente (a)alto (b)medio (c)bajo (d)nada RANKING 6 x PESO 10 = 60	(10)	60
3. <u>b</u> Captar informacion que por otros medios no seria posible (a)alto (b)medio (c)bajo (d)nada RANKING 3 x PESO 15 = 45	(15)	45
4. <u>c</u> Facilitar la comunicacion con (nombre de la Red) (a)alto (b)medio (c)bajo (d)nada RANKING 1 x PESO 10 = 10	(10)	10
5. <u>d</u> Ampliar la comunicacion con otras instituciones o personas (a)alto (b)medio (c)bajo (d)nada RANKING 0 x PESO 10 = 0	(10)	0
6. <u>a</u> Reducir costos de comunicacion (a)alto (b)medio (c)bajo (d)nada RANKING 6 x PESO 10 = 60	(10)	60
7. <u>a</u> Informalidad y facilidad en la comunicacion (a)alto (b)medio (c)bajo (d)nada RANKING 6 x PESO 15 = 90	(15)	90
8. <u>b</u> Tomar decisiones oportunamente gracias a la informacion recibida por correo electronico (a)alto (b)medio (c)bajo (d)nada RANKING 3 x PESO 20 = 60	(20)	60

9. Otras ventajas. Favor especificar.

___ Permite conocer experiencias sobre temas de
___ interes por medio de conferencias electron. (c/u 5)

VENTAJAS 1 x PESO 5 = 5

5

10. Desventajas del servicio por correo electronico.

___ Dificultades y problemas de conexion _____ c/u (-5)

DESVENTAJAS 1 x PESO -5 = -5

-5

ILLUSTRATION B

Date: Wed, 25 Sep 1996 15:38:54 +0600

Subject: Aplicacion de Encuesta BENEFICIOS

Encuesta sobre Beneficios para el USUARIO

Quisieramos determinar los BENEFICIOS que usted le asigna al servicio de informacion que provee (nombre de la red) por correo electronico.

Atentamente solicitamos contestar este cuestionario, que es de vital importancia para poder mejorar nuestros servicios de informacion y asi lograr la satisfaccion de Ustedes como Usuarios.

Nombres: DT: Consultor en CEPIS

HS: Consultor en Contaminacion ambiental

AS: Experto en comunicacion electronica

Puntaje

515 DT

530 HS

470 AS

Peso: alto = 6 moderado = 3 poco = 1 nada = 0

5 1 Ahorrar tiempo en la recepcion de la informacion

30 DT = 6

30 HS = 6

30 AS = 6

10 2 Permitir acceder a informacion mas reciente

30 DT = 3

60 HS = 6

60 AS = 6

15 3 Captar informacion que por otros medios no seria posible

90 DT = 6

45 HS = 3

45 AS = 3

10 4 Mejorar la comunicacion con (nombre de su red)

60 DT = 6

60 HS = 6

60 AS = 6

10 5 TENER (Cumplir) la comunicacion con otras instituciones o personas

60 DT = 6

60 HS = 6

60 AS = 6

10 6 Reducir costos de comunicacion

30 DT = 3

60 HS = 6

60 AS = 6

15 7 Informalidad y facilidad en la comunicacion

90 DT = 6

90 HS = 6

90 AS = 6

20 8 Tomar decisiones oportunamente gracias a la informacion
recibida por correo electronico

120 DT = 6

120 HS = 6

60 AS = 3

5c/u 9 Otras ventajas. Favor especificar:

DT = 5: Alimentar su archivo personal de informacion

HS = 10: WWW mas informacion / Conferencias electronicas

AS = 10: Evitar obsolescencia (noticias, cursos frescos)

Contacto con otras personas e instituciones nuevas

-5c/u 10 Desventajas del servicio por correo electronico

DT = 0

HS = -5: Consume mucho tiempo al funcionario porque hay que leer todo lo que llega.

AS = -5: Irregularidad en cantidad

Marta Bryce

Coordinadora de la REPIDISCA

Red Panamericana de Informacion en Salud Ambiental

Centro Panamericano de Ingenieria Sanitaria y Ciencias del Ambiente

CEPIS / OPS / OMS

APPENDIX II

ENCUESTA 1	PERFIL DEL USUARIO EN EL USO DEL CORREO ELECTRONICO
ENCUESTA 2	BENEFICIOS PARA EL USUARIO
ENCUESTA 3	IMPACTO DE LOS SERVICIOS DE INFORMACION

Estimado Usuario:

Como participante del Proyecto de Investigacion "El impacto de la informacion y las telecomunicaciones en la formulacion de politicas para el desarrollo", le rogamos llenar la siguiente encuesta con el fin de obtener datos sobre el uso del correo electronico para recibir y enviar informacion.

Muchas gracias por su colaboracion.

Atentamente

(nombre del Coordinador de la Red)

El Impacto de la Informacion y las Telecomunicaciones en
la Formulación de Políticas para el Desarrollo

Encuesta 1: PERFIL DEL USUARIO EN EL USO DEL CORREO ELECTRONICO

IDENTIFICACION DEL USUARIO

Nombre:

Cargo:

Institucion:

Fax:

Direccion electronica:

ACCESO A LA COMUNICACION

- ☐ Directa (casilla electronica personal)
- ☐ Indirecta (a traves de postmaster o de terceros)

MODO DE COMUNICACION

- ☐ Libre. Sin restricciones ni autorizaciones
- ☐ Formal. Pasa a través de canales institucionales

FRECUENCIA DE APERTURA DE LA CASILLA ELECTRONICA

- ☐ Mas de una vez al dia
- ☐ Una vez al dia
- ☐ Otro. Especificar

NUMERO DE ENVIOS PROMEDIO DE COMUNICACIONES ELECTRONICAS

- ☐ Menos de 5 semanalmente
- ☐ Entre 5 y 30 semanalmente
- ☐ Mas de 30 semanalmente

¿ EL COSTO DEL CORREO ELECTRONICO RESTRINGE SU USO?.

- ☐ Si
- ☐ No

CAPACITACION EN COMUNICACION ELECTRONICA.

Mencione los aspectos en los que le gustaría tener mayor conocimiento

TIPO DE INFORMACION QUE LE GUSTARIA RECIBIR DE (nombre de la Red), A TRAVES DE MEDIOS ELECTRONICOS:

- ☐ Noticias
- ☐ Articulos de alto interes sobre la especialidad
- ☐ Resumenes de nuevas publicaciones
- ☐ Reuniones/Cursos/Congresos
- ☐ Discusiones de temas en grupos

() Otros, especifique

Muchas gracias por su colaboracion.

Estimado Usuario:

En seguimiento a las comunicaciones enviadas a Usted como participante del Proyecto de Investigación "El impacto de la información y las telecomunicaciones en la formulación de políticas para el desarrollo", a continuación le enviamos la ENCUESTA para medir los beneficios obtenidos del servicio de información que provee (nombre de la RED) por medio del correo electrónico.

Los resultados de la misma, permitirán mejorar los servicios y productos de información de la red y de esta forma lograr la satisfacción de USTED como USUARIO.

Muchas gracias por su colaboración.

(nombre Coordinador de la Red)

El Impacto de la Información y las Telecomunicaciones en
la Formulación de Políticas para el Desarrollo

Encuesta N° 2: BENEFICIOS PARA EL USUARIO

Nombre del Usuario: _____

Quisieramos determinar los beneficios que usted le asigna al servicio de información proveído por correo electrónico.

Senalar con la letra que corresponda [(a)alto (b)medio (c)bajo (d)nulo] las siguientes preguntas:

1. ____ Ahorrar tiempo en la recepción de la información
(a)alto (b)medio (c)bajo (d)nada
2. ____ Permitir acceder a información más reciente
(a)alto (b)medio (c)bajo (d)nada
3. ____ Captar información que por otros medios no sería posible
(a)alto (b)medio (c)bajo (d)nada

4. ____ Facilitar la comunicacion con (nombre de la Red)
(a)alto (b)medio (c)bajo (d)nada

5. ____ Ampliar la comunicacion con otras instituciones o personas
(a)alto (b)medio (c)bajo (d)nada

6. ____ Reducir costos de comunicacion
(a)alto (b)medio (c)bajo (d)nada

7. ____ Informalidad y facilidad en la comunicacion
(a)alto (b)medio (c)bajo (d)nada

8. ____ Tomar decisiones oportunamente gracias a la informacion recibida por correo electronica
(a)alto (b)medio (c)bajo (d)nada

9. Otras ventajas. Favor especificar.

10. Desventajas del servicio por correo electronico.

Muchas gracias por sus respuestas.

FORMULARIO A SER LLENADO POR EL ENCUESTADOR

Estas deben ser formuladas abiertamente, es decir, sin darle al usuario las respuestas posibles.

El Impacto de la Informacion y las Telecomunicaciones en la Formulacion de Politicas para el Desarrollo

Encuesta N° 3: IMPACTO DE LOS SERVICIOS DE INFORMACION

UTILIDAD

1. ¿ Le interesa a Usted el servicio de informacion que recibe de (nombre de la red) por correo electronico ? ¿ Por que ?.
2. ¿ La informacion que usted recibe por medio de nuestro servicio por correo electronico es relevante para su trabajo ? ¿ Por que ?.

OPORTUNIDAD

3. ¿ Considera que el servicio de informacion por correo electronico es brindado en forma rapida y oportuna ? ¿ Por que ?.
4. La informacion que recibe en nuestro servicio, ¿ es lo suficientemente actualizada ? ¿ Por que ?.

ACCESO

5. Este servicio brindado por correo electronico, ¿ es mas amigable que cuando lo recibia en forma tradicional ?.
 6. (Has the use of electronic information resources increased your own access to information that you need? If yes, how?)
- ¿ Considera que la disponibilidad de recursos informativos electronicos ha aumentada el acceso que tiene Usted a informaciones que necessita Usted? ¿ Por que?

USO

7. (For what purpose do you use the information received from this service?

- (e.g. - to prepare reports, technical plans
- for research
- for informing/advising policy formulators
- for personal general knowledge)

La informacion que recibe de nuestro servicio, ¿como le sirve?

por ejemplo,

- para preparar informes, planes tecnicas
- investigaciones
- informar, aconsejar la formulacion de politicas
- conocimiento general personal

8. Con la aparicion del correo electronico, ¿ cree usted que consulta mas la informacion ?.

9. ¿ Considera que el servicio brindado por correo electronico facilita la toma de decisiones ? ¿ Por que ?.

ACONTECIMIENTOS

10.(Recall and describe your most memorable use of the electronic communication services.)

Indiquenos que es el uso de la comunicacion electronica lo mas memorable para Usted.

OTROS ASPECTOS

11.(Information is one of several factors influencing the conduct of your work. What are other factors, apart from information, affecting the decision making process?)

La informacion es uno de muchos aspectos que afectan el conducto de su trabajo. Indiquenos que son otros aspectos, aparte de la informacion, los cuales afectan su capacidad en la area de la toma de decisiones.

Muchas gracias por sus respuestas.

9 octubre, 1996

APPENDIX A

Señora Alejandra Ciurlizza
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Estimada Alejandra,

Acuso recibo tu última mensaje "Metodología Red de Redes" hoy día a las 5.30 de la tarde. En aquel momento estaba en punto de enviarte el informe "Outline of Methodology" el cual debería transmitir en redes.al el jueves pasado. Te ruego me disculpe por demorar tanto. Quería hacer unos cambios y también tenía problemas con la comunicación electrónica y no podía enviar mensajes.

Acabo de enviarte dos archivos a las 18.56 and 19.00 sin apuntarlos. Si no los recibiste me avisas y los retransmito.

Entonces al inglés para el material técnico.

1. I have sent two files for easier transmittal, but they are both part of the same document "OUTLINE OF METHODOLOGY PROPOSED FOR USE BY MEMBERS OF NETWORK OF NETWORKS - LATIN AMERICA IN ASSESSING THE IMPACT OF INFORMATION AND TELECOMMUNICATIONS ON POLICY FORMULATION." The complete document should be circulated in the conference redes.al so that everyone can see the overall picture and where the surveys previously distributed fit into the whole measurement research.
2. In reviewing the work we did together in the two-week period I have found that some changes were necessary, notably to Survey 3. I will list them now:
 - 2.1 Survey 3 needed to be expanded in order to address the impact of information itself as opposed to the e-mail technology. Questions 6, 7 and 10 try to address this.
Q.11 relates to the challenge raised in the Project Document "Proposal", under Specific Objectives (e) (p.4)
"Identify the areas of policy formulation and decision-making influenced by the users having electronic access to the information, while isolating other influences on policy formulation which might not be the result of use of the information services".

I have also grouped the questions under various headings for clearer understanding.
I am sure that my translations into Spanish do not always express the meaning I intended, so I have put the English also. Would you be so kind as to make the necessary changes?

- 2.2 In Survey 2 a minor change is suggested. I think the introductory sentence should be reinserted as in our first draft. It makes it clearer to the user what he is being asked to do.

A reminder in case this has not been done as Marta suggested after her pretesting: "nada" should be changed to "nulo" throughout the survey.

- 2.3 In Survey 1, I suggest that Dominique Babini's proposal (26 Sept.) to include a question or two regarding whether users send files by e-mail should be incorporated. I did not modify the survey myself, but I suggest that such questions be added to the current seven questions. All questions in the survey should also be numbered.

3. I believe that the successful conduct of these surveys and the gathering of meaningful data will require active involvement and promotion by all the participating network managers. They will need to be in contact with their 20 users, once having identified them; do some explanation of the survey prior to sending it out; carry out follow-up activity for slow respondents, and do at least the preliminary analysis of the results. Network managers will certainly need to be comfortable with the surveys they will administer. The realities of interchange in the conference redes.al did not allow wide discussion of the contents of the surveys as was anticipated, during the two weeks I spent at ALIDE.

For these reasons I believe that the measurement exercise will require further promotional activities your part, as Coordinator, perhaps in the form of a visit to participating networks to reinforce understanding and application of the surveys.

- 4 It was my impression that some networks were perhaps having difficulty establishing 20 users who are currently e-mail users. It might be useful to reconsider the composition of the group of 20 so that it would not be only those who are already using e-mail services but also potential users, who during the next few months anticipate access to e-mail facilities, so that by the time Survey 2 is first applied they would have been receiving some information by e-mail.
- 5 As stated in the OUTLINE there will need to be an overall assessment of the results of the surveys in addition to the preliminary analyses done by individual networks. The analysis of some specific questions might reveal other perspectives. For example, the separate analysis of the statements of advantages and disadvantages in Survey 2 is likely to offer useful insights for policy directions.

If there are questions, please feel free to contact me.
Recibe un cordial saludo.

Noël Boissière
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Toronto. Canada